



WCNC
1001 Wood Ridge Center Dr.
Charlotte, NC 28217-1901

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 841530

Schedule Dates 10/08/12-10/13/12
Advertiser Pat McCrory for NC Governor (26626)
Agency/T-Code Smart Media Group (7611)/788239874
Product Political - State Governor (1177)
Brand C08C14 REPUBLICAN NC GOV (173664)
Salesperson Nesci, Mark (3195)
Sales Office HRP - Washington DC
Buyer Name HANLEN,LINDSAY
Phone/Fax (919) 424-7128 /
CPE MCCRO/ORDR/C08C14
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments MCCRORY FOR GOVERNOR

Date Entered 07/10/12
Last Modified 10/08/12
Entered By Melissa Welch
CO-OP No
Headline # 06218603
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,926.75
Net Total \$10,918.25
Sales Tax

Charlotte (WCNC) (WCNC)		
By Broadcast Month	Spots	Rate
Oct. 2012	28	\$12,845.00
Grand Total:	28	\$12,845.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11P- 11:34P (ET)						1			1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
3.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11:34P- 12:37A (ET)						1			1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
5.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11:59A- 12:30P (ET)						1			1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
7.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	5:59P- 6:30P (ET)						1			1	\$425.00	\$425.00	Charlotte (WCNC) (WCNC)	NEWS AT 6	7/10/12
8.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	5:58A- 6:58A (ET)						1			1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	NEWS AT 6AM	7/10/12
9.0	Normal Line / SPOT	10/12/12-10/12/12	3	:30	6:30P- 6:59P (ET)						1				\$720.00		Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
9.0.1	Closed Preempt	10/12/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	
10.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	6:59P- 7:30P (ET)						1				\$630.00		Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
10.0.1	Closed Preempt	10/12/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	
11.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	6:58A- 9A (ET)						1			1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
12.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	7:30P- 7:58P (ET)						1				\$695.00		Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	7/10/12
12.0.1	Closed Preempt	10/12/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	

CONFIRMATION CONTRACT

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15.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	11:34P- 12:37A (ET)		1							1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
17.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	11:59A- 12:30P (ET)		1							1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
18.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	5:29P- 5:59P (ET)		1							1	\$270.00	\$270.00	Charlotte (WCNC) (WCNC)	NEWS AT 530P	7/10/12
20.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	5:58A- 6:58A (ET)		1							1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	NEWS AT 6AM	7/10/12
21.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	6:30P- 6:59P (ET)		1								\$720.00		Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
21.0.1	Closed Preempt	10/08/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	
23.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	7:30P- 7:58P (ET)		1								\$695.00		Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	7/10/12
23.0.1	Closed Preempt	10/08/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	
26.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	6P- 6:30P (ET)							1			\$335.00		Charlotte (WCNC) (WCNC)	NEWS AT 6--SAT	7/10/12
26.0.1	Closed Preempt	10/13/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - NCAA NOTRE DAME	
45.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	6:59P- 7:30P (ET)					1					\$630.00		Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
45.0.1	Closed Preempt	10/11/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	

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46.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	6:58A- 9A (ET)					1				1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
48.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	11P- 11:34P (ET)			1						1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
49.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	11:34P- 12:37A (ET)			1						1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
53.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	5:59P- 6:30P (ET)			1						1	\$425.00	\$425.00	Charlotte (WCNC) (WCNC)	NEWS AT 6	7/10/12
54.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	5:58A- 6:58A (ET)			1						1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	NEWS AT 6AM	7/10/12
56.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	6:59P- 7:30P (ET)			1							\$630.00		Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
56.0.1	Closed Preempt	10/09/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	
57.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	6:58A- 9A (ET)			1						1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
59.1	Normal Line / SPOT	10/10/12-10/10/12	4	:30	11:34P- 12:37A (ET)				1					1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	8/1/12
61.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	11:59A- 12:30P (ET)				1					1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
62.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	5:29P- 5:59P (ET)				1					1	\$270.00	\$270.00	Charlotte (WCNC) (WCNC)	NEWS AT 530P	7/10/12
63.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	5:59P- 6:30P (ET)				1					1	\$425.00	\$425.00	Charlotte (WCNC) (WCNC)	NEWS AT 6	7/10/12
65.0	Normal Line / SPOT	10/10/12-10/10/12	3	:30	6:30P- 6:59P (ET)				1						\$720.00		Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12

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65.0.1	Closed Preempt	10/10/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	
67.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	7:30P- 7:58P (ET)				1						\$695.00		Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	7/10/12
67.0.1	Closed Preempt	10/10/12															Charlotte (WCNC) (WCNC)	I-Inventory Accommodation/Spot -	
69.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	11:34P- 12:37A (ET)					1				1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		8/1/12
70.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	6:59P- 7:30P (ET)	2		X	X	X	X			2	\$1,260.00	\$2,520.00	Charlotte (WCNC) (WCNC)		10/8/12
71.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	7:30P- 7:58P (ET)	2		X	X	X	X			2	\$1,395.00	\$2,790.00	Charlotte (WCNC) (WCNC)		10/8/12
72.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	11P- 11:34P (ET)	2		X	X	X	X			2	\$515.00	\$1,030.00	Charlotte (WCNC) (WCNC)		10/8/12
73.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	11:59A- 12:30P (ET)	1		X	X	X	X			1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)		10/8/12

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